Province of British Columbia

Ministry of Tourism and Provincial Secretary

1988/89 ANNUAL REPORT

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September 8, 1989

His Honour the Honourable David C. Lam, C.M., K.S.G., LL.D.,
Lieutenant-Governor of British Columbia

May It Please Your Honour:

I respectfully submit the Annual Report of the Ministry of Tourism and Provincial Secretary for the fiscal year ended March 31, 1989.

Bill Reid,
Minister of Tourism
and Provincial Secretary

September 5, 1989

The Honourable Bill Reid,
Minister of Tourism and Provincial Secretary,
Province of British Columbia

Sir:

I have the honour of submitting the Annual Report of the Ministry of Tourism and Provincial Secretary for the fiscal year ended March 31, 1989.

Melvin H. Smith, Q.C.
Deputy Minister of Tourism
and Deputy Provincial Secretary

Province of British Columbia

Bill Reid
Minister of Tourism
and Provincial Secretary

Ministry of Tourism and Provincial Secretary

1988/89 ANNUAL REPORT

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Contents

Deputy Minister's Report 2

THE MINISTRY OF TOURISM AND PROVINCIAL SECRETARY

- Mission and Clientele 4
- Organization and Staffing 5
- Financial Resources 7

TOURISM IN BRITISH COLUMBIA — 1988 8

TOURISM MARKETING

- Marketing Services 11
  - 1988 Publications 12
- Marketing 13
- International Marketing 15
- Research Services 16
  - 1988 Reports 17

TOURISM PRODUCT AND SERVICES

- Tourism Product and Planning 18
- Tourism Services 19

PROVINCIAL SECRETARY PROGRAMS

- Government House 22
- Protocol 23
- British Columbia Archives and Records Service 24
- Lottery Grants 29
- Cultural Heritage 30
- Premier's Council for Persons with Disabilities 30

OTHER SERVICES TO GOVERNMENT AND THE PUBLIC

- Order-in-Council Administration 31
- Public Service Commission 31
- Elections British Columbia 32
- Public Affairs Bureau 33

MINISTRY SUPPORT SERVICES

- Computer Systems 33
- Financial Services 33
- Public Relations 34
- Central Services 34

APPENDICES

- I Ministry Accounts 36
- II Acts Administered by the Ministry 38
- III Tourism in B.C. — 1988 Statistics 39
- IV B.C. Tourism Associations 40

Deputy Minister's Report

The Ministry of Tourism and Provincial Secretary was formed in July, 1988 in a significant restructuring of the provincial government. Programs that support British Columbia's vital tourist industries are amalgamated with a variety of services supporting the province's executive government.

It is my responsibility and privilege to manage the ministry, under the direction of the Minister of Tourism and Provincial Secretary. The 249 public servants who comprise this ministry have recorded many significant achievements in the past fiscal year.

Some of the highlights:

- ☐ Impressive increases in the province's tourism revenues, especially from overseas visitors, are due, in part, to the ministry's marketing program and to programs that assist with the development of quality tourism products and the delivery of professional service;
- ☐ The ministry's marketing staff provide an effective presence at targetted trade shows and conventions, and the province is gaining a greater share of North American travel trade and convention business as well;
- ☐ The toll-free tourist information telephone number used in Super,Natural B.C. advertising drew some 108,000 calls in its first year, and the ministry used information volunteered by callers to assess their interests and intentions;
- ☐ The ministry added greater support to its regional and community-based tourism marketing, product and services programs, providing shared-cost advertising, operating a new funding program that supports employment training in tourism-related projects, and providing local business development through the Community Tourism Action program;
- ☐ SuperHost and Travel InfoNetwork are well-established programs supporting professional service in B.C.'s tourism industries: nearly 100,000 workers have been trained to SuperHost's professional standards of deportment for the hospitality industry, while the InfoNetwork assists with the professional and business development of the province's 150 Infocentres;

- ☐ Product and Planning staff prepared a framework for development of regional tourism strategies, publishing guides for use in the province's eight development regions; and this branch assumed responsibility for representing tourism values in the management of the natural resources on which B.C.'s tourist industry is based;
- ☐ The British Columbia Archives and Records Service was established, integrating the Provincial Archives and Records Management programs to provide central services for the creation, use, disposal and preservation of government and other historical records;
- ☐ Government House staff staged such events of state as the investiture of British Columbia's 25th Lieutenant-Governor, and Protocol Branch produced further evidence of its skill at organizing high-profile meetings, notably the Williamsburg Conference XVII on global economic issues;
- ☐ The ministry took a lead role in co-ordinating the province's presence at World Expo 88 in Brisbane, Australia, including a highly successful interactive theatre show and the events of British Columbia Day, on September 9, 1988, attended by the Premier and the Minister of Tourism and Provincial Secretary;
- ☐ Lottery Grants Branch administered the new GO BC program, a $162-million, three-and-a-half-year commitment of lottery funds, over and above existing programs, for capital projects;
- ☐ Ministry staff supported the work of two cabinet-level advisory groups, the Cultural Heritage Advisory Committee and the Premier's Advisory Council for Persons with Disabilities, and provided continuing support for B.C.'s multicultural communities;
- ☐ The Public Affairs Bureau was created in 1988 to be the government's information-gathering, -disseminating and advisory centre;
- ☐ Elections British Columbia conducted four by-elections, initiated a public awareness program to stimulate voter registration and published the 554-page *Electoral History of British Columbia*, completing six years' work;
- ☐ Ministry computer systems staff worked with contracted specialists to install a new system for B.C.'s electoral and lottery grants data, as well as meeting all the ministry's financial, personnel and program needs.

The ministry's support services staff worked with efficiency and dedication to help produce these achievements.

The ministry is favoured with a competent and highly-motivated group of employees. I extend my thanks to all of them for a most successful year and a job well done.

Melvin H. Smith, Q.C.
Deputy Minister of Tourism
and Deputy Provincial Secretary

The Ministry of Tourism and Provincial Secretary

Mission and Clientele

Support for Tourism

This ministry's mandate to support the British Columbia tourist industry is based on the 1980 *Ministry of Tourism Act*. One of the ministry's functions is to "promote and encourage the tourist industry in British Columbia." Ministry operations are directed to increasing the value of tourism in B.C., with the specific objectives of increasing the numbers, average length of stay and *per diem* expenditures of travellers, thereby augmenting gross provincial revenues from tourism.

The ministry provides a leading role in marketing British Columbia as a tourist destination. Ministry staff work with the tourism industry in several ways:

- Researching B.C.'s major tourism markets to determine their size and nature,
- Identifying the most effective strategies for increasing B.C.'s share of these markets,
- Assisting in marketing the province's tourism assets so as to use more fully the existing capacity of the travel industry, and
- Assisting in developing new and competitive facilities, attractions and services.

The ministry also administers regulations regarding tourist accommodations, hotel keepers' rights and responsibilities and the registration of hotel guests.

The offices of the Provincial Secretary provide various services government-wide, as well as to the public.

Services to Government

These include:

- Registering documents of state and others required by statute to be filed with government,
- Custody of the Great Seal of British Columbia,
- Publishing and keeping cabinet orders-in-council,
- Meeting the protocol needs of the province,
- Serving as liaison between government, the Lieutenant- Governor and the Speaker of the Legislative Assembly,
- Providing the framework for government record-keeping and maintaining the B.C. Archives,
- Administering the disbursement of lottery funds for public purposes.

The authority for these activities derives from various statutes, which are listed in Appendix II.

Services to the Public

These include:

- Co-ordinating the government's communications,
- Administering the province's elections apparatus,
- Hearing appeals on public service job competitions, through the Public Service Commission
- Delivering a multiculturalism program and supporting multicultural initiatives,
- Supporting initiatives on behalf of persons with disabilities.

Organization and Staffing

Following government-wide restructuring in July, 1988, this ministry comprises 15 branches and six other units.

The ministry's executive committee consists of:

- Deputy Minister of Tourism and Deputy Provincial Secretary
- Assistant Deputy Minister, Marketing
- Assistant Deputy Minister, Tourism Product and Services
- Assistant Deputy Minister, Provincial Secretary Programs
- Executive Director, Public Programs
- Director, Public Relations Branch
- Public Affairs Counsel, Public Affairs Bureau.

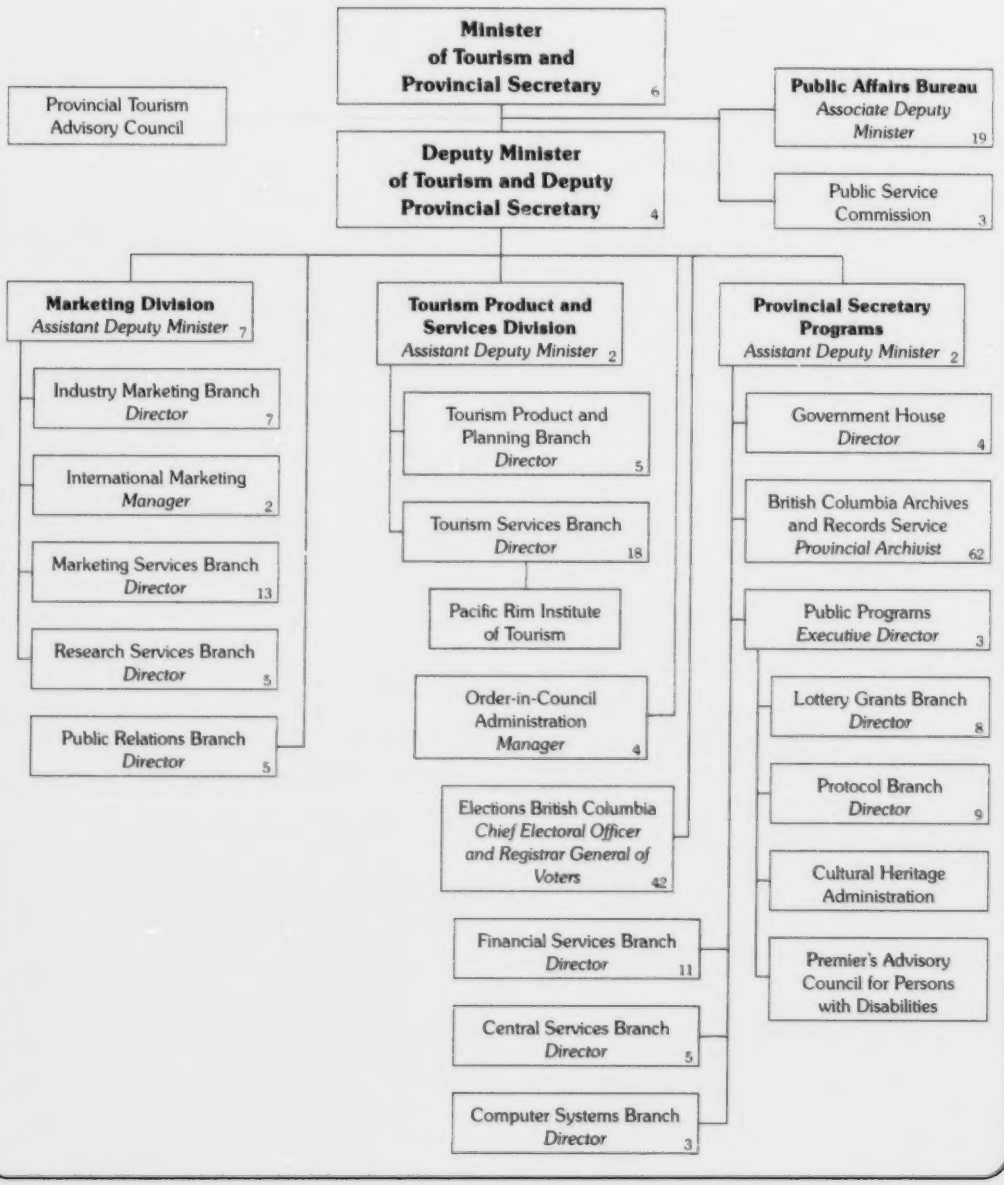
The chart on page 6 shows the lines of authority.

At the end of the fiscal year a total of 249 full-time-equivalent (F.T.E.) employees were allocated to this ministry. The following chart summarizes the ministry's staffing.

Ministry Staffing by Program
(Allocated Full-time Equivalent Positions)

Minister's office	6
Deputy Minister's office	4
Public Relations Branch	5
Order-in-Council administration	4
Tourism Marketing Division	34
Tourism Product and Services Division	25
Provincial Secretary Programs	88
Ministry Support Services	19
Public Service Commission	3
Elections British Columbia	42
Public Affairs Bureau	19
Total	249

The Ministry at End of Fiscal 1988/89
(with Numbers of Full-time Equivalent Employees)

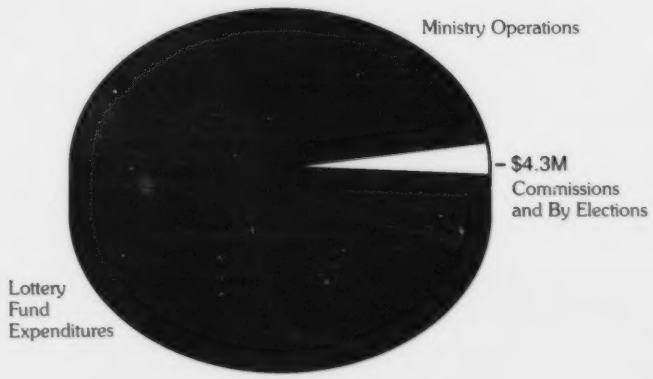

Minister of Tourism and Provincial Secretary 6
Provincial Tourism Advisory Council
Public Affairs Bureau Associate Deputy Minister 19
Deputy Minister of Tourism and Deputy Provincial Secretary 4
Public Service Commission 3
Marketing Division Assistant Deputy Minister 7
Industry Marketing Branch Director 7
International Marketing Manager 2
Marketing Services Branch Director 13
Research Services Branch Director 5
Public Relations Branch Director 5
Tourism Product and Services Division Assistant Deputy Minister 2
Tourism Product and Planning Branch Director 5
Tourism Services Branch Director 18
Pacific Rim Institute of Tourism
Order-in-Council Administration Manager 4
Elections British Columbia Chief Electoral Officer and Registrar General of Voters 42
Financial Services Branch Director 11
Central Services Branch Director 5
Computer Systems Branch Director 3
Provincial Secretary Programs Assistant Deputy Minister 2
Government House Director 4
British Columbia Archives and Records Service Provincial Archivist 62
Public Programs Executive Director 3
Lottery Grants Branch Director 8
Protocol Branch Director 9
Cultural Heritage Administration
Premier's Advisory Council for Persons with Disabilities

Financial Resources

The ministry administered a total budget of $124.4 million in 1988/89, including $85.4 million in lottery funds.

Expenditures, summarized in the following graph, are detailed in Appendix I.

1988/89 Ministry Expenditures By Program



Tourism in British Columbia 1988

Jim Jorgenson, Transport Canada

Continuing Growth

British Columbia's tourism industry showed very positive growth in 1988. Industry indicators reflect higher levels of performance than in 1987:

- Ferry passenger volume between the Lower Mainland and Vancouver Island was 5.6 per cent higher;
- Westbound traffic through Rogers Pass increased 13 per cent in the peak tourism season and 8.7 per cent in the shoulder seasons;
- Aircraft traffic at Vancouver International Airport rose 7.5 per cent during peak months;
- Retail sales during the 1988 peak tourism season grew 6.4 per cent.

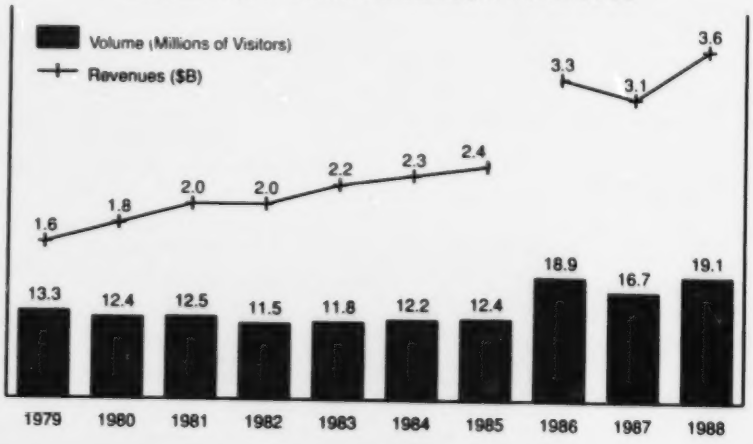
(These statistics from *1988 B.C. Business Indicators.*)

Accommodation records provide indicators of trends in tourism volumes and revenues. B.C. hotel, motel and resort occupancy all increased in 1988. Hotels averaged 66 per cent occupancy over the year, the highest rate since 1981. Revenues from all accommodation properties totalled $599 million in 1988, up 16.2 per cent from 1987 and nearly equal to the 1986 total of $605.7 million. The average daily room rate was $59.13, an increase of 14.6 per cent over 1987.

Total revenues from tourism reached $3.55 billion in 1988, an increase of 13 per cent over the previous year and 6 per cent more than in 1986. The total represents estimated direct expenditures but not induced revenue or capital investment. Given the tremendous influence of Expo 86 on tourism in 1986, the increase in revenues demonstrates tourism's solid base.

The province's reputation as a host for meetings and conventions was enhanced by the opening of the Victoria Convention Centre in January, 1989. With a capacity of 1,500, this new meeting venue will add significantly to B.C.'s ability to attract business in this important field.

Tourism Volume and Revenues, 1979 to 1988



Visitor Profile

A total of 19 million visitors travelled in B.C. in 1988, 14 per cent more than in 1987 and more than the 1986 record number. Of these two-thirds were visiting for one night or more, and one-third were on excursions — travelling more than 80 kilometres from home but not staying overnight. British Columbians comprise the majority (56 per cent) of visitors and excursionists.

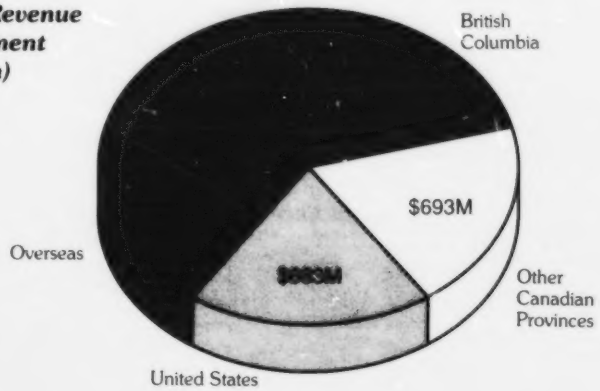
The contribution of tourism to the provincial economy is calculated by multiplying numbers of tourists from each place of origin by the appropriate *per diem* expenditure and average length of stay for that market segment. Information about non-resident travel to B.C. is based on the results of the recent research study *Visitor 87*.

Visitors' length of stay varies with place of origin and the purpose of the trip. Average trip length ranged from 3.4 days for Washington State residents to 9.8 days for overseas visitors, and the average length all stays in B.C. was 5.7 days. The main form of transportation to the province was the automobile, and most visitors came to the province to tour.

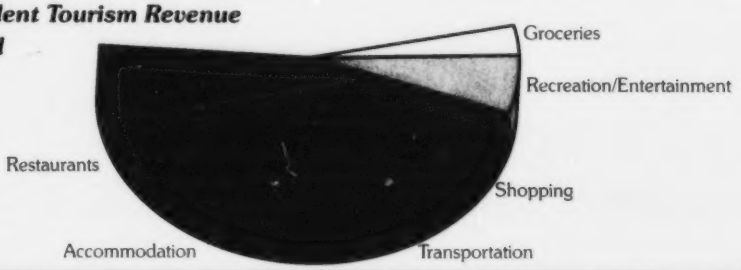
Daily trip expenditures also vary with visitor origin and purpose, as well as with the region of the province. Estimated 1988 *per diem* expenditures for each market take into account a 5 per cent cost-of-living increase over 1987.

These variables are summarized in Appendix III.

1988 Tourism Revenue By Market Segment (Place of Origin)



1988 Non-Resident Tourism Revenue By Type of Good or Service



Tourism Marketing

The ministry's Marketing Division is responsible for tourism marketing in domestic, national and international marketplaces.

The division's current objectives are:

- To increase gross tourism revenues to the province to $3.9 billion in fiscal 1990,
- To improve the distribution of tourism spending across B.C.,
- To develop and stimulate off-season tourism.

These goals are set out in the annual Tourism Marketing plan.

To achieve its objectives efficiently, the Marketing Division is structured into four branches:

- Marketing Services, responsible for advertising, publications, information services, promotions and travel shows;
- Marketing, for co-operative marketing, Partners in Tourism, trade sales, conventions, incentive travel and media relations programs;
- International Marketing, for advertising, trade shows and marketplaces overseas; and
- Research Services, for research programs and publications

Marketing Services

Marketing Service Branch works with various advertising, publishing and marketing firms, tourism jurisdictions, other ministries and private-sector associations to develop advertising, publications and promotions, under the strategic direction of the marketing plan.

The branch also manages a toll-free telephone information number and a fulfillment service for consumers.

Advertising

The advertising group implements a strategy of highly targetted execution that maintains continuity of message, is focussed on increasing awareness and contains a strong call to action to the toll-free tourist information number.

Focussed magazine advertising is the main medium. Cable television, a secondary medium, provides cost-effective overall exposure. Advertising is weighted for the April-to-June period and early Fall.

Publications

The branch produced or assisted with these 1988 publications.

Travel Guide — Super,Natural British Columbia

Colour, 40-page publication addresses the strong touring component of B.C.'s visitors. Some 500,000 copies produced for distribution though the ministry's U.S. offices, Travel InfoCentres, consumer shows, trade shows and Tourism Canada offices world-wide. The main fulfillment brochure in response to toll-free-number requests.

B.C. Road Map and Parks Guide

Produced one million copies to meet continuing heavy demand.

1988 Travel Industry Package Guide

Inventory of available package tours in B.C., for use by retail travel agents worldwide. Published 25,000 copies.

Ski With Us!

A 60-page colour guide to skiing opportunities in B.C., supported by private-sector advertising and produced by Skyword Publications Ltd, in co-operation with the ski industry in B.C. The ministry's fulfillment system distributed 100,000 copies.

Outdoor and Adventure Vacations

A 68-page guide focussed on adventure holiday opprtunities. Supported by private-sector advertising and produced in co-operation with the Wilderness Tourism Council of B.C. Ministry distributed run of 100,000.

Saltwater Fishing Adventures

A 48-page guide to 12 major areas, supported by private-sector advertising and produced co-operatively with the private sector. Published 20,000 copies for ministry fulfillment.

Freshwater Fishing

First edition, a 33-page colour guide to product province-wide, produced by the B.C. Fishing Resorts and Outfitters Association, with private-sector advertising, 30,000 copies printed, ministry distribution.

Honeymoon Guide

Produced as a 12-page supplement to the January edition of *Modern Bride* magazine, with 10,000 copies printed for fulfillment by the ministry.

International lure brochure

A 24-page colour brochure designed for offshore markets. Total of 125,000 copies printed in English and Japanese.

Posters

Two produced, totalling 90,000 copies, for domestic and international distribution.

Literature folders

Produced 50,000 folders to contain travel information and for distribution to convention delegates.

Tour shells

Brochure shells provided to tour operators, tour wholesalers, travel agents and others to encourage development of new travel packages. Two sizes produced, 400,000 copies total.

Information Services

The fulfillment centre distributes tourism literature to consumers, travel industry, information centres, federal and provincial offices world-wide. In 1988/89 staff directed activities that disseminated:

- 180,000 Super,Natural British Columbia tourism kits to consumers,
- More than 5,000 bulk shipments of literature to the travel industry
- More than 400 private-sector suppliers' publications to ministry offices in the United States and United Kingdom.

Consumer enquiries by mail totalled 110,000 in 1988/89 and by telephone, 108,000. The ministry's toll-free information number, opened in March, 1988, proved a popular and effective fulfillment mechanism, increasing telephone enquiries six-fold over the previous year.

The ministry maintains an image bank of more than 40,000 photo images, 300 16-mm films and 100 videotapes, for internal use and to support private-sector tourism activities. Staff fulfilled nearly 400 external requests in 1988.

Promotions and Travel Shows

Staff develop promotions and presentations for consumer shows in Anaheim, California and Toronto, Ontario, in co-operation with the private sector, municipal, regional, provincial and federal tourism bodies.

Other projects undertaken in 1988/89 included the co-operative "Homemade Vacation" promotion aimed at the B.C. resident.

In March, 1989, the ministry undertook a major promotion in San Francisco, in conjunction with an international airline and a major department store.

Staff organize familiarization tours for members of the travel industry and travel media. A total of 35 tours were organized and co-ordinated during the year.

The promotions group also assists tour operators and wholesalers to establish contacts with suppliers in the province. Staff initiate vertical marketing activities for specialized products in target markets, represent the ministry and make presentations at tourism trade functions.

Marketing

This branch directs domestic and United States marketing efforts, administering three U.S. sales offices as well as trade sales, conventions, incentive travel, co-operative marketing and media relations.

U.S. Offices

Tourism offices in Seattle, San Francisco and Irvine, California, maintain direct contacts with the travel industry and travel media. They promote new products and stimulate the expansion of travel industry itineraries.

During 1988/89 the Southern California office was relocated from Los Angeles to Irvine and housed with the Ministry of International Business and Immigration office. The U.S. offices work closely with Canada's Department of External Affairs and co-ordinate Visit Canada programs for media, trade and meeting and incentive travel planners. Staff gather market intelligence, attend trade and consumer shows in their regions and fulfil requests for information. They provide contacts and advice for visiting B.C. suppliers.

Co-operative Marketing

This section co-ordinates cost-effective co-operative marketing initiatives. In 1988, the province participated in the Yukon Travel Guide to highlight the northern part of the province for visitors en route to Alaska. The publication was fulfilled through Alaska's information services. Staff also assist and develop programs with industry associations (skiing, fishing, guest ranch) to deliver specific products to North American consumers.

Partners in Tourism

This joint-marketing program matches private-sector funding to develop and implement regional marketing activities. Regional marketing plans, extensions of the ministry's provincial merketing plan, provide for price- or product-specific messages in close-in markets. This partnership generated a total marketplace impact of $6.7 million in 1988/89.

Additional grants totalling $740,000 went to regional tourism associations to meet administrative costs.

Trade Sales

Staff in this section are responsible for maintaining a close relationship with members of the North American travel industry. In 1988 British Columbia captured 6.6 per cent of the North American group travel market, compared to 6.35 per cent in 1987, according to figures released by the National Tour Association (NTA). NTA estimates the economic impact of group travel to B.C. at US $844 million. Only California and Florida rank ahead of B.C.

During the year, trade sales staff took an active role in attending such trade shows and marketplaces as:

- Alliance of Canadian Travel Associations (ACTA)
- Rendez-vous Canada
- Ontario Motor Coach Association
- National Tour Association
- American Bus Association
- United States Tour Operators Association.

At the Fall NTA convention and marketplace, B.C. made another donation to the National Tour Foundation, NTA's non-profit scholarship and research division. An auction of impressively-displayed West Coast native art enhanced B.C.'s appeal and visibility.

Conventions and Incentive Travel

This section is responsible for stimulating convention and incentive travel movements to British Columbia. The convention industry is estimated to contribute nearly $400 million annually to B.C.'s tourism revenues. Marketing programs seek to build attendance at B.C. conventions through such services as promotional mailings and distribution of literature to those planning conventions and meetings. In 1988 the ministry provided services to about 350 conventions.

The ministry supported development and marketing of the newly-opened Penticton and Victoria conference centres. Staff were instrumental in bringing the Society of Incentive Travel Executives to B.C. for their 1988 annual convention. This venture is expected to generate significant future business for the province.

The ministry initiated a major research project to enable government and industry to define more clearly the market potential that will form the basis for future marketing strategies.

Media Relations

This section assists writers, photographers, broadcast and film producers with assignments featuring travel in British Columbia, to ensure maximum exposure of B.C. product. Staff maintain contact with Canadian consulates in B.C.'s major markets as well as with editors and publishers of selected publications. Resulting articles have considerable impact on readers. B.C.'s media exposure covers all target markets and reaches an audience estimated at 27 million. Among magazines that published articles on B.C. with the assistance of media relations staff were *Bon Appetit*, *Equinox*, *Esquire*, *The New York Times Magazine* and *Reader's Digest*.

International Marketing

The international marketing group develops and implements marketing activities in British Columbia's five major overseas markets: Japan, the United Kingdom, West Germany, Hong Kong and Australia. In all overseas markets British Columbia is positioned as part of "Canada's West," in co-operation with Alberta.

International markets accounted for almost 17 per cent of B.C.'s total overnight visitor revenues in 1988 and are growing faster than North American markets. Passenger arrivals from major overseas markets increased significantly in 1988:

	Per cent increase 1988 over 1987
Japan	25
United Kingdom	20
West Germany	13
Hong Kong	27
Australia	13

International marketing activities in 1988/89 included consumer advertising campaigns in the United Kingdom and Japan, undertaken jointly with airlines, Tourism Canada and Alberta wholesalers. Staff were instrumental in organizing the first Canada's West marketplace, a targetted travel mart in Vancouver that enabled approximately 40 major European buyers to sample and purchase the B.C. tourist product.

Staff represented the ministry at these international trade shows and marketplaces:

- World Travel Mart, London
- Atelier Canada, Paris
- Intertour Expo, Hong Kong
- World Travel Fair, Japan
- Corroboree, Australia
- I.T.B., Berlin
- Rendez-vous Canada, Halifax
- PATA Travel Mart, Adelaide, Australia
- PATA Conference, Melbourne, Australia

We're a Hit in Australia

The ministry played a lead role in co-ordinating British Columbia's presence at World Expo 88 in Brisbane, Australia. Adventures British Columbia, an interactive theatre show produced in B.C., was an highlight of the Canada pavilion at Expo 88, drawing large crowds for the span of the fair, April 30 to October 30, 1988. The show used robotics and multi-projector audio-video presentations to depict B.C. travel destinations. Viewers were encouraged to choose desired places to "visit." This major international tourism marketing initiative was expedited by Provincial Secretary's staff, in co-operation with others from ministries having responsibility for economic development, recreation and culture. Financial assistance came from the B.C. Lottery Fund.

Ministry staff also co-ordinated various functions for B.C. Day at the fair, September 9, 1988. The Premier and the Minister of Tourism and Provincial Secretary took part.

Research Services

Research Services Branch develops and manages a comprehensive research program for the ministry and the tourism industry, which require data, information and analysis to make informed marketing decisions and to assess the effectiveness of programs.

The branch identifies requirements for specific research projects, designs the studies, selects consultants, manages projects and evaluates work. Staff also provide advice on marketing and development strategies and liaison with travel industry and other government groups in research-related matters.

Research Services monitors the performance of the tourism industry and compiles monthly travel industry statistics, based on such indicators as border crossings, air and ferry traffic, hotel occupancy and restaurant sales.

A list follows of 1988 research publications. Most previously-published studies are available from the branch. Several projects are slated for publication in 1989, notably a report on market opportunities for B.C.'s convention, and Visitor '89, which will assess activities and interests of non-resident visitors in B.C. between October, 1988 and June, 1989.

1988 Research Reports and Publications

Trends in the Tourism Industry

Monthly report provides current performance information for travel industry sectors. Pannell Kerr Forster Management Consultants, Vancouver, distribute by subscription.

Toll Free Information Service — 1988/89 Annual Report

This service incorporates basic information servicing with activity tracking and ongoing marketing research analyses. Overview, summary of year-one operation, outlook.

Marine Wildlife Viewing

Tourism potential of whale-watching in B.C. Describes current and potential markets, existing operations, identifies constraints to growth and development, resource management issues, recommends appropriate products development.

The Seniors Market for Travel to British Columbia

Travel Patterns of Generally-Retired, Affluent, Mobile Seniors (GRAMS) in Southwest U.S.A.

Survey of consumers 55 to 74 years old in California and Arizona with propensity to travel. Identifies media consumer habits, preferences, perceptions of and interest in B.C. as travel destination.

The Market Potential for Ski Vacations in British Columbia

Existing demand and potential in eleven U.S. and Canadian cities to determine opportunities for B.C. ski products. Methodology provides basis for identifying target consumers groups, level of awareness, appeal and potential demand for B.C. product. Executive summary or full report.

Guide-Outfitters — An Analysis of Opportunity

Assessed tourism potential of guide-outfitting operations (more than 260 in B.C., with $26 million in 1988 revenues). Based on in-depth interviews with operators, study gauges economic impact, provides market profiles, analyses resource constraints, surveys present and potential clients

Fishing Lodges and Resorts in B.C. — A Marketing and Development Plan

Follows the phase I study. Fresh water lodges and resorts plan for the Tourism Industry Association of B.C., plus marketing and development manual for individual operators. Objectives, strategies, tactics, budgeting, organizational structure, implementation.

Tourism Destination Monitor

Developed procedures and methodology for the collection of tourism data by local destinations. Manual outlines processes for gathering both supply and demand data. Vancouver Island used as case study.

Tourism Product and Services

Two branches support development of tourism attractions, facilities, destinations, areas, routes and services by private- and public-sector groups.

This division seeks to improve the quality and competitiveness of the tourism experience in British Columbia. The functions of the Tourism Product and Services Division are to:

- research tourism opportunities and plan their development, on a regional basis,
- promote development of tourism products and services province-wide,
- provide information, advice and assistance to tourism development interests,
- support professionalism in the industry through educational and training initiatives,
- assist government to identify natural resource values important to tourism.

Some tourism support functions were transferred to a new branch in the Ministry of Regional Development in July, 1988. The B.C. Film Commission was reassigned to the Ministry of International Business and Immigration.

Tourism Product and Planning

This branch seeks to increase the number and quality of tourism products in response to existing and potential market demand. Staff assist the private sector with identifying and planning marketable tourism products and with improving the seasonal use of existing product. The branch undertakes research to identify and evaluate factors affecting future development in the tourism industry.

During 1988/89 the branch developed a regional tourism action planning program. Designed to maximize the benefits of tourism development in each of B.C.'s eight economic regions, this program is based on government's commitment to collaborate with communities, business interests and residents to create new business opportunities and employment in the province. The branch published tourism product and market overviews for each region, *An Approach to Regional Tourism Development*, in preparation for a provincial tourism development strategy, to be implemented in 1989/90, that will incorporate recommendations and opportunities of each.

Tourism Product and Planning

The branch represents the ministry on the federal-provincial planning and co-ordination committee for the Queen Charlotte Islands Regional Economic Development Initiative. This $50-million, eight-year Canada-B.C. agreement will develop a world-class tourist destination based on the heritage resources of the South Moresby area. Among private-sector projects initiated in 1988/89 are studies of a potential small craft harbour in Sandspit, development of two visitor reception centres and preparation of a tourism development plan for the islands.

In January, 1989, the ministry assumed responsiblity for tourism resource management, to ensure the integrity of the natural resources on which tourism is based. This function was previously the responsibility of the Heritage Conservation Branch, Ministry of Municipal Affairs, Recreation and Culture. The branch supports the ministry's role on the cabinet Environment and Land-Use Committee. A tourism resource manager position was to be added to the ministry's staff in 1989/90 to assume full-time responsibility for tourism resource issues.

The ministry co-sponsored Tourism 2000, a major industry forum planned for May 10 to 12, 1989, with Simon Fraser University and the Tourism Industry Association of B.C. The conference was to feature internationally-known speakers and focus on trends in tourism development.

Staff are also assisting with the planning and development of a major event known as Vancouver Winterfest. Scheduled for opening in B.C. Place stadium in December, 1989, and designed to appeal to young audiences, the festival will be a tourist and local market attraction that uses the stadium during low occupancy.

Tourism Services

This branch seeks to increase the quality and quantity of tourism services provided to the travelling public and to foster professional development in the tourism industry.

Accommodations

This registration and counselling program for the accommodation industry produces the annual *Accommodations* guide for travellers, which lists some 2,000 establishments that have been inspected, evaluated and approved by the ministry. More than 50 B.C. Government Agents assist with accommodations inspections on an ongoing basis. Counselling is offered on various accommodation service matters.

The 1988 *Accommodations* guide was published in the private sector for the first time, with ten pages of colour advertising and greater choice of text. Private production reduced the ministry's costs from $300,000 to $110,000.

SuperHost

This popular and successful hospitality training program continues to improve the B.C. hospitality industry's services to travellers. In 1988/89 ministry staff trained some 400 SuperHost leaders in B.C. communities and corporations. Almost 100,000 workers in the industry have completed the course.The ministry has received requests for material and assistance from 20 countries, 20 states and all Canadian provinces and territories.

Staff distributed co-operative SuperMarketing seed-funding to 120 community sponsors during 1988/89 as an incentive to advertise SuperHost seminars.

Travel InfoNetwork

This program provides liaison with 150 community-operated Travel Infocentres in British Columbia. Staff provide counselling, training and inspections to ensure that managers and staff maintain high standards of service to the touring visitor.

In 1988/89, the ministry created the Provincial Network Council. Comprising travel infocentre representatives from each tourism region, the advisory body assists with delivery of various innovative programs and services to infocentres province-wide.

Staff planned a highway sign program identifying tourism services, facilities and attractions, in conjunction with the Ministry of Transportation and Highways.

Community Tourism Action

This program encourages communities to pursue tourism as a business that contributes to the local economic base. Branch staff provide assistance and facilitate community tourism action workshops hosted by local communities, to enable them to identify and implement tourism-related projects.

During 1988/89, various communities completed 15 workshops and initiated almost 200 community projects. Of these, 60 were related to attractions, 47 to promotions, 37 to infrastructure, 18 to hospitality and 35 were related to other tourism services. Tourism action committees formed in eight other communities to commence projects, and numerous others have requested participation in the program.

Community Tourism Employment Training Program

This funding program, jointly administered by this branch and by the Ministry of Social Services and Housing, operated with a $4 million allocation in 1988/89 to provide wage subsidies to community non-profit organizations for projects related to tourism, recreation, sport and culture, and to provide income assistance recipients with opportunities for employment training.

Community groups initiated a total of 171 tourism projects, employing nearly 650 people. In Powell River, for example, workers completed a trail system, picnic area and compground designed to be totally accessible to visitors with physical disabilities. The project was nominated for a Premier's Award for innovation.

Tourism Development Agreement (T.D.A.)

The branch managed two major projects under the $3.25 million Tourism Industry Support fund of the five-year, shared federal-provincial Tourism Development Agreement. Foodsafe, a safe food-handling training program, was developed for front-line employees and managers in the foodservice industry, in co-operation with the Foodservices Association of British Columbia. A how-to bed-and-breakfast manual was developed in co-operation with the WestCoast Bed and Breakfast Association for potential operators in this fledgling industry.

Publications

An Approach to Regional Tourism Development

Outlines process for regional participation in preparing regional tourism development plans. Eight regional overviews identify development opportunities on basis of market demand, infrastructure, natural resource values and regional tourism growth potential, also highlight regional constraints to development and roles of government and private sector in addressing these constraints. The 100-page provincial overview includes compilation of regional products and potential developments.

Reports of previous tourism development research projects are available:

Tour Packaging
Tourism Development Handbook

(through the Ministry of Regional Development)

Adventure Travel
Wildlife Viewing
Ski Market Study

(through this ministry's Research Services Branch)

Pacific Rim Institute of Tourism

This educational institution was established in 1987 to provide for the present and future training needs of all tourism industry sectors. PRIT, a non-profit society at arms-length from the ministry, with a board of directors appointed by the Minister of Tourism, develops standard, province-wide, industry-accredited training and issues certificates of completion. The ministry contributes some $300,000 a year to the operation of the institute's Vancouver offices, under an executive director.

The Pacific Rim Institute of Tourism launched two initiatives, in co-operation with this ministry, during 1988/89. One was a tourism supervisory development program, a series of standardized accredited training courses that are delivered to industry through 14 post-secondary institutions in B.C. A career awareness program, "A Career in Tourism — It's a Natural," is being delivered to all grade 10 students in the public school system. The institute completed the building, aquisitions and world-wide computer linkage for a resource centre which will provide comprehensive information about tourism.

Provincial Secretary Programs

Programs supporting the administration of the executive government of the province are the responsibility of the Provincial Secretary.

In British Columbia the Provincial Secretary retains, virtually uninterrupted, responsibilities exercised by the Colonial Secretary during the colonial era — to keep archives and records, register documents and prepare cabinet orders. Functions of state are also the Provincial Secretary's responsibility. The Provincial Secretary may also be assigned special roles and functions. A relatively new role is to administer such public programs as lottery grants to community arts, culture, sport, heritage, municipal and other programs.

Government House

Government House is the official residence and office of the Lieutenant-Governor of British Columbia, and its staff provide administrative support for the chief executive position in the provincial government. Government House staff also co-ordinate the ceremonial, protocol, diplomatic and other activities of the Lieutenant-Governor and Chatelaine both in and away from Government House.

The Honourable David See-Chai Lam was sworn in as the 25th Lieutenant-Governor of British Columbia on September 9, 1988.

In 1988/89 staff planned and staged events or ceremonies that were attended by more than 9,200 guests. In addition to constitutional activities, Their Honours attended in an official capacity some 173 events away from Government House.

Besides receiving traditional courtesy or diplomatic visits from high commissioners, ambassadors and consular officials, Government House played host to many distinguished visitors during the year, including Her Majesty Queen Beatrix and His Royal Highness Prince Claus of The Netherlands, Her Excellency Vigdis Finnbogadottir, President of Iceland, delegates to the 17th Williamsburg Conference, Admiral Sir John Fieldhouse, Chief of Defence Staff, United Kingdom, and Lady Fieldhouse, and the Honourable Robert Bourasssa, Premier of Quebec.

Government House

In presentation or investiture ceremonies at Government House, honours were accorded by The Duke of Edinburgh's Awards program, Queen's Venturers, the Canadian Red Cross Society, the Most Venerable Order of the Hospital of St John of Jerusalem and the Victoria region branch of the Institute of Public Administration of Canada. Special dinners honoured British Columbia public servants who marked 25, 35 and 40 years of continuous service. Members of the Royal Canadian Mounted Police and municipal police departments were recognized at a police honours night.

A concert by the Victoria Symphony Orchestra entertained guests at Government House, as did the traditional Christmas carol concert.

Tours of Government House afforded some 940 visitors in 32 groups an opportunity to view the official residence of the Lieutenant-Governor.

Protocol

The Protocol Branch serves all levels of the provincial government and members of the Vancouver consular corps on matters of protocol and precedence. The branch's staff plan and execute visits to the province by the Sovereign, the Governor General, members of the Royal Family, heads of state and government, high commissioners, ambassadors and other distinguished visitors. They also plan and execute state and provincial ceremonies and arrange government-hosted banquets and other functions.

During 1988/89, the Protocol Branch co-ordinated the visits of several distinguished guests. Among them were Queen Beatrix and Prince Claus of the Netherlands, King Carl XVI Gustaf and Queen Silvia of Sweden, Prime Minister Takeshita of Japan and Vice-Premier Tian of the People's Republic of China. Protocol officers welcomed 19 high commissioners and ambassadors and 32 other distinguished visitors to the province.

The Protocol Branch is increasingly involved in the organization and management of inter-provincial and international conferences and meetings. Among the high-profile events staff assisted with during 1988/89 were the Western Premiers' Conference, held in Parksville, two Premier's Economic Advisory Council meetings, in Vancouver and Penticton, and the official opening of the Commonwealth of Learning in Vancouver. The Protocol Branch played a key role in managing the world-class Williamsburg Conference XVII, a Pacific Rim think-tank founded by John D. Rockefeller 3rd and held at Dunsmuir Lodge on Vancouver Island in 1988.

The branch serves the public in guiding visitors through the Legislative Buildings. Last year some 120,000 visitors saw the buildings on 3,100 guided tours, and of these 15 were for VIPs, 166 were for Chinese-speaking visitors, 84 for American groups, 89 French, 49 Japanese and 24 German. In August alone more than 39,000 people were shown the legislature in 698 tours.

Requests for congratulatory messages for special birthdays and wedding anniversaries totalled nearly 4,500 for the year. The Queen, Governor General, Prime Minister, Lieutenant-Governor, Premier and Members of the Legislative assembly fulfil these requests.

British Columbia Archives and Records Service

The British Columbia Archives and Records Service (BCARS) was formed in March, 1989, integrating the former Provincial Archives of British Columbia and former Records Management Branch to provide a framework for effectively managing government and other records. The new organization establishes policies and provides services for the life-cycle of government records. Staff also identify and select records with enduring value, retaining and disposing of them according to established schedules or, if outside government, appraising and acquiring them according to established policy. The BCARS maintains effective control of records through standard records classification systems and decription programs. It provides safe, secure and economical storage, retrieval. disposal and conservation services for semi-active, inactive and archival records, and provides cost-effective micrographic services that comply with national standards.

The BCARS ensures that public and government clients are aware of its services and have access to archival records by providing assistance, facilities, catalogues, finding aids and reprographic services.

The BCARS also promotes the acquisition and preservation by archives throughout B.C. of records of value for local history, by raising public awareness of their value, by encouraging the development of records management and archival programs, by promoting co-operation between archival institutions, and by providing advisory services and technical guidance.

Archives and records programs are reviewed separately in this report.

British Columbia Archives

Removal of asbestos insulation from the archives building in Victoria and installation of fire sprinklers was completed in 1988/89. The project, requiring relocation of archives staff for three months, affected productivity in archives programs.

Photos: Kate Williams

Manuscripts and Government Records

The archives accessioned 134 manuscript collections, totalling 20.5 linear metres, during the year. Notable acquisitions included diaries (1953-70) of salmon cannery manager W.T. Ross, correspondence and notes of A. Walsh, Indian school teacher and the papers of Vancouver musician and broadcaster John Emerson. Accessions of government records totalled 143, comprising 164 lineal metres. They included records of the Environment and Land Use Committee, 1974-81, Royal commissions on education (1987-88) and the Station Square development (1988) and subject files (1950-75) of the Traffic and Design Branch, Ministry of Transportation and Highways. An acquisition of particular value is the draft dispatch book (1864/65) of Governor Frederick Seymour. Staff produced 336 accession control records and 269 finding aids, describing 150 lineal metres of manuscripts and government records. Among them are a listing of Provincial Game Warden records, 1905-22. The task of sorting and listing the Cominco Ltd. and Expo 86 papers continued with the assistance of the Canadian Council of Archives.

Library and Maps

Registered users of the archives' reference services totalled 2,676. They made 6,618 day-use visits and 964 evening/week-end visits. The archives reference room was open 87 fewer times than in 1987/88, due to requirements of the asbestos removal project.

The library added 938 books, pamphlets and pieces of ephemera and 4,474 microforms to the archives' holdings. Librarians catalogued 1,138 book titles and 198 analytic titles of 1,364 volumes. The library contains 46,056 catalogued titles of 64,378 volumes and holds more than 5,000 microfilmed newspapers. Accessioned backlog for cataloguing is 5,280 monographs, 573 serials and 69 microfilm reels.

The archives accessioned 284 units of map acquisitions, registered about 1,400 items and added 478 new titles to the map catalogue. Staff responded to nearly 600 reference requests, and made 58 photo print copies for clients.

The reprographics service purchased a 105-mm microfiche carrier, and staff listed about 1,110 and filmed more than 450 accessioned hydrographic charts.

Visual Records (British Columbia Archives)

Parnall collection of annotated books, correspondence, journals, notebooks, sketchbooks cartoons and photographs by and related to Emily Carr. Staff produced 13 finding aids to its visual records collections, applied preventive conservation to 115 items and contracted for remedial conservation of another 190. Staff served the needs of nearly 1,300 visitors, answered 574 letters, and processed a total of 654 photo orders.

The archives accessioned 44 collections of visual material during 1988/89. Donations included the John Perry collection of West Coast photographs, 1920s to 1940s, another of about 400 J.H. Chapman glass plate and flexible negatives, and the Edna

Revenue from sales of photo and reproduction prints was $33,000. Emily Carr Gallery mounted two exhibits of the artist's work, which were viewed by more than 25,000 people. Staff provided tours of the gallery to 24 groups by arrangement.

Conservation Lab

Staff provide conservation treatments for archives and records collections, encourage preventive conservation and the maintenance of proper storage environments, and advise government and the archives community on conservation policies and techniques. The conservator provided the Royal B.C. Museum with extensive advice on paper conservation. Staff conserved three manuscripts, six watercolours and drawings and 35 historic photographs, arranged for conservation by specialists of 190 watercolours and drawings and treated a number of water-damaged books and photographs in the archives.

The archives advisor 11 held workshops and training sessions for various groups around the province, as well as making 23 advisory visits and delivering two talks.

Sound and Moving Images

In 38 audio accessions the archives added to its collections 891 audio tapes and 70 disks, while 71 accessions of video recordings added some 277 video tapes. In 49 accessions of film the archives acquired about 466,000 feet, most of it from CBC Vancouver. The unit produced 1,422 audio conservation copies and 170 video copies during the year. In-house conservation of 66 filmed items totalled more than 52,000 feet, and contractors conserved another 3,000 feet. Almost 16,000 feet of film was transferred to video and 47 disks were cleaned and copied to audio tape.

Records Service

The Records Service ensures the systematic creation, use, retention, disposal and preservation of government's recorded information in all forms, in accordance with the *Document Disposal Act*. The policy framework for records management, published by Treasury Board in 1986, places responsibility with ministries for maintaining the integrity, security and effectiveness of records management and with this branch for establishing standards. The framework is based on use of the Administrative Records Classification System (ARCS), for financial, personnel and other records common to all ministries, and the Operational Records Classification System (ORCS), for records specific to each ministry's programs.

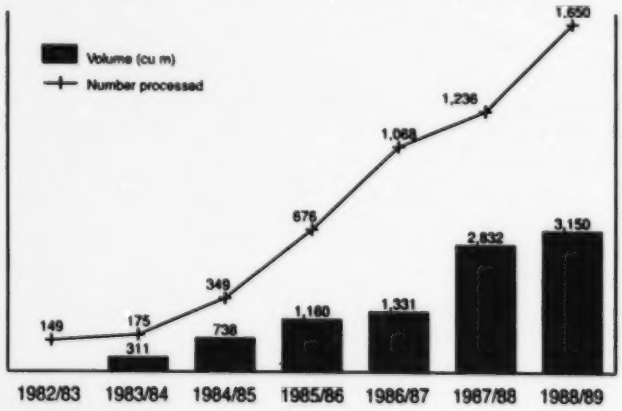
Staff assist ministries to implement ARCS and ORCS. ARCS has been implemented in two ministries and is underway in 12 others. Comprehensive ARCS/ORCS projects are completed or underway in eight ministries. At year end a total of 57 ORCS were underway, either in comprehensive projects or as special scheduling projects.

Staff also train ministry records officers (MROs), their primary links with this branch. According to the policy framework, MROs assume more records management functions over time. To strengthen the role of the MRO, a revised policy chapter was drafted and the framework redesigned during 1988/89. The ministry added a records management training officer position. More than 600 government workers province-wide received basic training in ARCS/ORCS.

Staff prepare records retention and disposal authorities for the Public Documents Committee and the Public Accounts Committee, to ensure that legal, fiscal and other retention requirements are met and recommend disposal and archival values.

Records disposal supervised by the branch continued to increase dramatically in 1988/89. Since 1982, records cleared from warehouses and insecure basement areas and processed for destruction or transfer to the archives total more than 300,000 1.2-cubic-foot storage boxes, avoiding an estimated $2.8 million in costs of space, equipment and supplies.

Records Schedules and Disposals, 1982 to 1989



Records Service

The branch's records centre services program — the only fully-privatized records storage, retrieval and disposal service in Canada — serves all government offices with records management needs.

Records Centre Services Activities 1988/89

Total Extent in System	4530 cu m
Total Transferred	1480 cu m
Number Transferred	1732
Disposals	642 cu m
Number of Retrieval Actions	26,000
Costs avoided	$825,000

The branch supervises the creation of microform records government-wide. The policy framework gives staff authority to review ministries' requisitions for micrographic equipment, supplies and services and approve conversions of records to microforms. In 1988/89 the micrographic service unit continued to expand the use of the private sector to meet ministries' filming requirements. Contractors provide management advisory services and monitor quality to ensure that all microfilm produced for government is cost-effective and meets the national standard detailed in *Microfilm as Documentary Evidence*. A new service provides technical advice for imaging systems. Systems based on optical disk and optical character reader are often combined with microfilm and printed records. The branch is developing, in conjunction with computer systems branches and the Office of Information Technology, a framework for managing these new records systems. The branch also provides a new automated records management advisory service.

During the year the ministry initiated a review of forms used government-wide. An inter-ministry committee proposed a policy and program framework for integrated forms management and recommended action to streamline forms. Staff also reviewed, in conjunction with MROs, Queens Printer and Purchasing Commission staff, government filing equipment and supplies with a view to establishing standards conducive to economy.

Public Documents Committee

Supervises the retention and disposal of government documents. Members include the Provincial Archivist and the Comptroller General (both *ex-officio* under the *Document Disposal Act*) and representatives of B.C. Systems Corporation, the Ministry of Attorney General and the Office of the Auditor General. The Provincial Secretary is responsible under the act, and the B.C. Archives and Records Service provides secretariat services for the committee. On some document disposal matters the committee reports to the Public Accounts Committee of the Legislative Assembly. The committee held five meetings in 1988/89 and approved 152 document disposal applications and 31 records schedules.

Lottery Grants

The Lottery Grants Branch administers grant programs financed by the British Columbia Lottery Fund. Under the direction of the Minister of Tourism and Provincial Secretary, the Lottery Fund supports a wide range of community projects and organizations. Staff of the Lottery Grants Branch review and assess all applications for assistance from the fund, and funding decisions are made by the minister, under the authority of the *Lottery Act*.

The Lottery Fund receives the net proceeds from lottery games conducted by the British Columbia Lottery Corporation, a Crown corporation for which the Minister of Tourism and Provincial Secretary is responsible. The corporation publishes its own annual report. In 1988/89, a total of $85.4 million was expended from the fund on programs. The branch's operating costs were also recovered from the fund.

A new program, Growth and Opportunity (GO B.C.) was introduced to assist with major capital projects. GO B.C. is expected to expend $162 million over three and one-half years. The eligibility guidelines for in-province travel asistance were also broadened to double the number of trips available to schools and umbrella organizations.

In 1988/89 the branch received 1,403 travel assistance requests, 439 requests for capital grants and 245 GO B.C. requests. Under capital grants and GO B.C., 589 new projects were approved for funding.

Expenditures for community grants totalled $31.9 million in 1988/89, including:

$19,535,369	in capital grants to non-profit community groups
7,208,514	for Expo Legacy projects
2,325,295	for special events at World Expo 88 in Brisbane
1,278,546	for GO B.C. projects
790,564	in travel grants
725,542	in communications grants under the Program for Educational and Entertainment Television Services (PEETS)

A total of $27.6 million was disbursed in Culture, Recreation and Heritage Resources grants, administered by the Ministry of Municipal Affairs, Recreation and Culture, including:

$13,763,111	to recreation and sport programs, B.C. Games
10,067,478	to cultural programs and the B.C. Festival of the Arts
3,120,406	for heritage projects and the B.C. Heritage Trust

Additional funding included:

$10,500,000	to the B.C. Health Care Research Foundation
8,500,000	to the Film Development Society of B.C.
5,000,000	to the Downtown Revitalization program

Other expenditures of $1.6 million included funding to the Premier's Advisory Council for Persons with Disabilities, library services programs and multicultural programs.

The Lottery Grants Branch publishes an annual listing of awards under the programs it administers. Lottery expenditures are also detailed in the province's Public Accounts.

Cultural Heritage

The B.C. government created a 24-member Advisory Committee on Cultural Heritage in December, 1988. Its members, appointed by order-in-council, represent most ethnocultural groups and all regions of the province. The committee provides a forum for input from ethnocultural communities on issues of significance. In its meetings with the Cabinet Committee on Cultural Heritage, the committee makes recommendations on government policies and programs affecting ethnocultural communities as well as on issues referred by government. The committee assumed many of the functions of the former cultural heritage advisor.

The ministry supports the committee's work by administering financial assistance for community projects related to ethnocultural affairs, and to provincial groups who provide services to organizations involved in such work. During 1988/89, grants from $1,000 to $3,000 were provided to multicultural associations in eight communities to hold folk festivals. Three ethnic organizations were awarded grants to hold special seminars, workshops and symposia. The umbrella Affiliation of Multicultural Societies and Service Agencies and the Vancouver-based Multicultural Society of British Columbia both received grants to assist their operations and communications.

Immigrant service agencies receiving funding for special projects included SUCCESS (United Chinese Community Enrichment Service Society), MOSAIC (Multilingual Services) and the PreSchool Multicultural Society for Publications.

Premier's Advisory Council for Persons with Disabilities

The B.C. Legislative Assembly established this permanent advisory body by statute in 1988, following the report of a committee examining the needs of persons with disabilities in British Columbia. The 13 members of the Premier's Advisory Council for Persons with Disabilities were appointed in January, 1989. Mr. Paul Thiele, Vancouver, was appointed chairman, Mr. Rick Hansen, Vancouver, honorary chairman and Mr. Robert Sorenson, Victoria, youth advisor. The council's role is to promote equal access to services, the prevention of disabilities, education and training for persons with disabilities, employment and independence. The ministry provides secretarial and clerical support for the council's work.

Other Services to Government and the Public

Public Service Commission

The commission's responsibility is to hear and decide appeals from employees and the public who believe that the principle of merit has not been equitably applied to public service job competitions. The commission comprises three members, one designated the chairman, who are appointed by order-in-council and supported by a staff of three. The commission arranges hearings at the locations where the majority of those involved are based.

During 1988/89, 173 appeals were filed with the Public Service Commission, compared with 77 the previous year. The commission heard 42 appeals, up from 17 in 1987/88. Hearings took place in Prince George, Williams Lake, Kamloops, Victoria and Vancouver.

The Public Service Commission publishes its own annual report, which is tabled in the Legislative Assembly.

Orders-in-Council

The Order-in-Council administration has custody of the government's executive orders. Staff in the Deputy Provincial Secretary's offices index and file the orders adopted at weekly meetings of Cabinet and arrange for their signature by the Lieutenant-Governor. The office also copies the orders and distributes them to interested parties. It prepares and distributes weekly résumés and responds to requests for information.

Staff processed 2,338 orders-in-council and mailed out 42 issues of résumés to about 750 individuals and organizations during the 1988 calendar year.

This office undertakes other constitutional duties. It prepares commissions, oaths of office and correspondence regarding some judicial and quasi-judicial appointments. Staff apply the Great Seal of British Columbia and other marks of registration to such documents. The administration prepares appeals to executive councillors under the *Motor Carrier Act* and other statutes. Staff authenticate notarized documents and certify copies of statutes, which involve the signature of the Lieutenant-Governor.

The Great Seal was applied 328 times in 1988 — 184 times to letters patent granted under the *Municipal Act*, 68 to proclamations, 20 to Queen's Counsel appointments, 43 to appointments under the *Provincial Court Act* and 13 to appointments under Section 20 of the *Notary Act*. Authentication proceedings totalled 458, and staff arranged 59 appeals.

Elections British Columbia

More than 65 municipalities and regional districts make use of the computerized provincial voters list developed and maintained by Elections British Columbia. Users of the voters list have access to almost two million names on computer tapes and in custom-printed reports, and its use saves local governments more than $2 million (estimated) in the costs of administering elections within their jurisdictions.

In 1988 the branch completed a redistribution of administrative polling division boundaries. Elections British Columbia initiated a public awareness program to increase voter registration, as required by 1987 amendments to provincial electoral legislation.

This branch administers all provincial plebiscites, by-elections, elections, enumerations, voter registration and public awareness programs. The branch's staff enumerate electors and update provincial voters lists. They maintain electoral maps and legal descriptions of electoral districts and polling divisions. Staff also prepare and update election forms and training manuals, provide training materials and direct training sessions for all election and registration officials and develop public awareness programs for the electorate. During elections and by-elections, Elections British Columbia supervises returning officers and registrars of voters, registers voters and ensures voter awareness of the electoral process. The branch interprets and applies the B.C. *Election Act* and parts of the *Constitution Act* in managing the electoral process.

During the year, Elections British Columbia conducted by-elections in the electoral districts of Boundary-Similkameen, Alberni, Nanaimo and Vancouver-Point Grey.

The Electoral History of British Columbia, 1871-1986, which this branch initiated, was published last year. The B.C. Legislative Library developed the manuscript in consultation with Elections British Columbia. Copies of the 558-page reference document were provided to libraries, legislators and electoral officers and are now for sale to the public through Crown Publications Inc.

Public Affairs Bureau

This division, staffed by a team of public affairs specialists, is responsible for communications government-wide. They plan and co-ordinate the government's information services to ensure that policies, programs and initiatives are clearly and accurately presented to the public and the media. They ensure that information and advertising programs meet professional standards and assist ministries to develop communication plans.

Public Affairs Bureau staff ensure that the public in all regions of the province is informed, through advertising, news releases and liaison with the media province-wide, of opportunities provided by government programs. Its publications include the periodical *Provincial Report* and the weekly bulletin *B.C. Update*.

The Public Affairs Bureau was formed in August, 1988.

Ministry Support Services

Computer Systems

This branch serves the computer needs of the ministry, including the operation of the lottery grants database and the provincial voters list. The ministry's computing expenditures totalled $2.5 million in 1988/89, and the branch's operating expenditures were $207,000.

Computer Systems was enlarged during the year with eight private-sector contractors to complement its three employees. Staff are specialists in systems analysis, project management, data resource management and mini-computer systems operations.

In 1988/89 the branch installed three mini-computers, installed a new ministry financial management system and prepared a strategic computer systems plan to manage phased growth.

Financial Services

This branch administers the ministry's finances, developing and managing a comprehensive system of financial and accounting programs that control the ministry's assets, revenues and expenditures and informing management of their status.

In 1988/89 Financial Services began developing a computerized financial system to further reduce clerical work required to sustain operations and meet the ministry's goals.

The branch provided services to Royal Commissions investigating electoral boundaries, Oakalla, Station Square and Fullerton, under the *Inquiry Act*.

Central Services

This branch, formed in July, 1988, includes the ministry's personnel services, facilities management and administrative services.

Personnel Services

This section is responsible for developing and co-ordinating the ministry's personnel management program. Staff provide management with technical advice and assistance in recruiting and selecting ministry personnel, resolving employee and labour relations issues, developing staff training initiatives and planning for the ministry's human resources needs.

During 1988/89 Personnel Services converted to an automated personnel management system, to ensure accurate accounting of the ministry's human resources. Staff continued to deliver technical computer skills training to ministry employees. After the July, 1988 government restructuring and subsequent reorganization of the ministry, Personnel Services conducted several organization and job evaluation projects.

Facilities and Administrative Services

This section assists ministry personnel to meet their requirements for:

- office space, equipment, supplies and furniture,
- records management,
- use of government vehicles,
- assets management,
- telecommunications and postal services.

During 1988/89, staff assumed facilities and administrative functions for Provincial Secretary's programs, including Legislative Buildings and Premier's Office operations. They concluded a project to remove asbestos from the Provincial Archives buildings and facilitated maintenance projects at Government House. Facilities and Administrative Services assisted with the wind-up of three royal commissions of inquiry undertaken by the Legislative Assembly. Staff also undertook some 12 space planning and reallocation projects, which resulted in a net space reduction of 201 square metres.

Public Relations

This branch is responsible for promoting awareness of the ministry's programs and services. Staff maintain regular press and public relations, produce and distribute informative literature and respond to tourists' inquiries and concerns. Public Relations Branch co-ordinates the ministry's contact with the Provincial Tourism Advisory Council and shapes the ministry's response to industry concerns. Staff prepare briefing materials for the minister and cabinet, speeches and reports for the minister and executive staff.

The branch's priority during 1988/89 was to raise public interest in the growing importance of tourism in B.C.'s economy.

Staff assisted ministry officials with launches of the GO B.C. capital grants program, the Advisory Committee on Cultural Heritage and Premier's Advisory Council for Persons with Disabilities.

The branch assumed responsibility for distributing lapel pins and responding to requests for congratulatory messages for special birthdays and weddings.

Provincial Tourism Advisory Council (P.T.A.C.)

This group, appointed by the minister, provides advice and direction on the ministry's roles and priorities at twice-yearly meetings of regional and sectoral association representatives and individuals influential in B.C.'s tourism industry. Public Relations Branch provides a secretariat for the council.

Among the issues PTAC addressed in 1988 was regionalized government. A sub-committee recommended maintaining the alignment of nine tourism industry regions (identified in Appendix IV) with the province's eight economic regions. PTAC also followed up on the wilderness land-use sub-committee's work promoting an adequate voice for tourism in resource management decisions. The ministry has since allocated a full-time employee to the task.

Ambassadors of Tourism

Three British Columbians who have made distinguished contributions to the tourism and travel industries were awarded the title of Ambassador of Tourism at a ceremony following the May 16, 1988, meeting of PTAC. The 1988 recipients were Mr. Frank Ney, Nanaimo, Mrs. Nancy Greene Raine, Whistler, and Mr. Karl Schutz, Chemainus.

Appendix I

Ministry Accounts

Ministry 1988/89 Expenditures by Program
($000s)

Minister's Office		229	
GENERAL ADMINISTRATION			
Deputy Minister's Office		387	
Public Relations		301	
TOURISM MARKETING			
Marketing Finance and Administration		2,330	
Advertising		5,476	1
Marketing Services		823	
Industry Marketing		4,887	2
Research Services		317	
TOURISM PRODUCT AND SERVICES			
Assistant Deputy Minister		132	
Tourism Services		1,677	
Planning and Analysis		116	
PROVINCIAL SECRETARY PROGRAMS			
Provincial Archives and Records Service		4,494	
Protocol		1,377	
Government House		366	
Legislative Buildings Operations		3,048	3
Lottery Grants Administration			
expenditures	924		
less recoveries from Lottery Fund	924		
net		0	
Public Service Commission		248	
PUBLIC AFFAIRS BUREAU		3,281	4
ELECTIONS BRITISH COLUMBIA		2,350	
MINISTRY SUPPORT SERVICES			
Assistant Deputy Minister		708	5
Financial Services		371	
Central Services		1,226	
Computer Systems		568	
Total Ministry Operations		**34,712**	
Lottery Fund Expenditures		85,357	6
Other Expenditures		4,279	7
Total Ministry Expenditures		**124,348**	1

Notes:

[1] Advertising, Total Expenditures includes advertising expenditures of $2,500,000 from contingency fund. Not reported under this ministry in the British Columbia *Public Accounts*.

[2] Industry Marketing includes $4,148,000 expended for Partners in Tourism projects and administration. Funding in support of activities at Canada's West and World Travel Mart provided from other sources, under s. 22 of the *Financial Administration Act*

[3] Legislative Building Operations does not include computer systems.

[4] Public Affairs Bureau does not include use of contingency fund for $200,000.

[5] Assistant Deputy Minister, Support Services includes administration of Provincial Secretary Programs.

[6] Lottery Fund Expenditures

1988/89 Lottery Fund Accounts
($000s)

Balance at March 31, 1988		0	
Received from			
Lottery ticket sales	188,744		
Miscellaneous sources	624		
Total receipts		**189,368**	
Lottery Grants disbursements	84,433		
Lottery Grants administration	924		
Transfer to Budget			
Stabilization fund (OIC 1509/89)	79,000		
Total disbursements		**164,357**	
Balance at March 31, 1989			25,011

[7] Other expenditures ($000s):

Under the *Inquiry Act*, s. 18	2,142
Commissions of inquiry on	
Education (OIC 446/89),	
Electoral Boundaries (OIC 690/87)	
Station Square (OIC 830/88),	
Oakalla Prison (OIC 1/88)	
Coquihalla Highway (OIC 1546/87)	
Under the *Police Act*, s. 44:	
Fullerton Inquiry (OIC 118/89)	
Under the *Election Act*, s. 191 (1)	2,137
By Elections in:	
Boundary-Similkameen (OIC 853/88)	
Alberni	
Nanaimo	
Vancouver-Point Grey	
Voter enumeration (s. 191(1))	
Electoral Boundary redistribution	

These accounts are unaudited.
Totals may show the effect of rounding figures.

Appendix II

Acts Administered by the Ministry

- *Blind Persons Contribution Act*
- *British Columbia Day Act*
- *Constitution Act*
- *Document Disposal Act*
- *Dogwood, Rhododendron and Trillium Protection Act*
- *Douglas Day Act*
- *Election Act*
- *Emblem and Tartan Act*
- *Hotel Guest Registration Act*
- *Hotel Keepers Act*
- *Inquiry Act*
- *Lottery Act*
- *Lottery Corporation Act* (not in force)
- *Ministry of Provincial Secretary and Government Services Act* (sections 2, 3, 5, 6, 7)
- *Ministry of Tourism Act*
- *Ministry of Transportation and Highways Act* (section 59)
- *Premier's Advisory Council for Persons with Disabilities Act*
- *Public Service Act* (sections 7 to 11, 17)
- *Scholarship Act*
- *Travel Regulation Act*
- *Vancouver Centennial Celebration Act*
- *Westar Group Limited Special Provision Act*

Appendix III

Tourism in B.C. — 1988 Statistics

1. Tourism Characteristics of Market Segments (Place of Origin), 1988

	Average stay (days)	Expenditure per diem ($)
Resident	4	53.55
Other Canadian	6.8	55.48
United States	4.3	52.62
Overseas	9.8	61.40

2. Volume of and Revenues from Tourism in B.C. by Market Segment, 1988

	Volume (000s)	%	Revenues ($M)	%
Visitors				
Resident	6,664	34.9	1,473	41.4
Other Canadian	2,322	12.2	690	19.4
United States	2,768	14.5	618	17.4
Overseas	975	5.1	585	16.5
All visitors	12,729	66.7	3,366	94.7
Excursionists	6,349	33.3	187	5.3
Totals	19,078	100	3,553	100

3. Hotel Occupancy, 1987 and 1988 (Estimated monthly average per cent occupancy)

	1987 %	1988 %	1988 over 1987 (% change)
January	40	49.6	+16.9
February	52.29	58.4	9.7
March	56.39	63.1	8.9
April	55.72	60.3	5.6
May	60.2	64.9	7.8
June	68.99	73.2	3.8
July	74.61	82.4	8.5
August	80.45	87.5	3.5
September	75.69	83.3	7.2
October	65.29	68.3	2.6
November	53.52	57.0	10.7
December	41.82	45.5	9.8
Annual	61.8	66.4	7.7

Appendix IV

B.C. Tourism Associations

British Columbia's tourism industries are organized into nine regional tourism associations, a number of sectoral organizations — the B.C. Hotels Association, Motel and Resorts Association, Restaurant and Food Services Association and others — and the umbrella Tourism Industry Association of British Columbia (T.I.A.B.C.), which also represents corporate and individual interests.

B.C. Tourism Regions

A Tourism Association of Vancouver Island
302 — 45 Bastion Square
Victoria, B.C. V8W 1J1
(604) 382-3551

B Tourism Association of Southwestern B.C.
101 — 1425 West Pender St.
Vancouver, B.C. V6G 2S3
(604) 688-3677

C Okanagan — Similkameen Tourist Association
207 — 347 Leon Ave.
Kelowna, B.C. V1Y 8C7
(604) 861-8494

D Kootenay Country Tourist Association
Site 2 — 11 (Castlegar Airport)
R.R. 1, Castlegar, B.C. V1N 3H7
(604) 365-8486

E High Country Tourist Association
P.O. Box 962 (386 — 186 Victoria St.)
Kamloops, B.C. V2C 6H1
(604) 372-7770

F Cariboo Tourist Association
P.O. Box 4900 (190 Yorsten St.)
Williams Lake, B.C. V2G 2V8
(604) 392-2226

G North By Northwest Tourism Association of B.C.
P.O. Box 1030 (3840 Alfred Ave.)
Smithers, B.C. V0J 2N0
(604) 847-5227

H Peace River Alaska Highway Tourist Association
P.O. Box 6850 (9900 100th St.)
Fort St. John, B.C. V1J 4J3
(604) 785-2544

I Rocky Mountain Visitors' Association
P.O. Box 10
Invermere, B.C. V0A 1K0
(604) 427-4838

Tourism Industry Association of B.C.
P.O. Box 12108 (980 — 555 Burrard St.)
Vancouver, B.C. V8B 4N6
(604) 688-4115